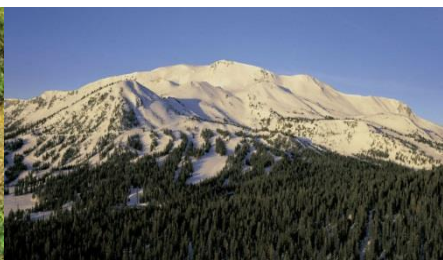




Town of Mammoth Lakes: 2013 Community Indicators Report



About the 2013 Mammoth Lakes Community Indicators Report

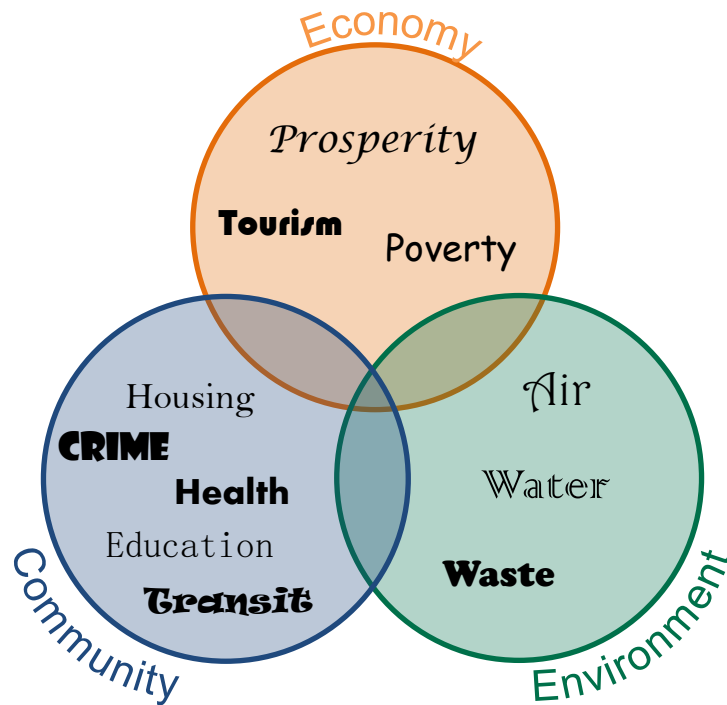
The 2013 Community Indicators Report uses indicators to report performance related to the “triple bottom line” sustainability goals of the community of Mammoth Lakes. These goals and indicator results reflect the interplay between the social, environmental and economic factors affecting the community’s well-being.

The purpose of this report is to educate local residents, inform planning and other public resource allocation decisions and attract new private capital to the community. The indicators in this report are influenced by sustainability actions taken by the Town of Mammoth Lakes (Mammoth Lakes), other public agencies, non-governmental organizations, private sector businesses and local residents.



Mammoth Lakes Community Goals

This report ties on-the-ground actions to previous visioning, planning and high-level policy development conducted over the last decade that ultimately concluded with the 2007 General Plan and associated Neighborhood District Plans. Reporting progress towards achieving the goals defined through these recent efforts is an important component of Mammoth Lakes’ overall strategy of being prepared for reinvestment.



Community Vision

Surrounded by uniquely spectacular scenery and diverse four-season recreational opportunities, the community of Mammoth Lakes is committed to providing the very highest quality of life for our residents and the highest quality of experience for our visitors.

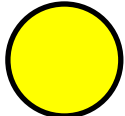
Executive Summary

Is the community of Mammoth Lakes becoming more sustainable?

ECONOMY

Poverty

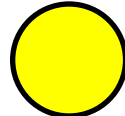
Subsidized School
Lunch Eligibility



(page 5)

Prosperity

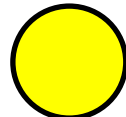
Sales Tax Revenue



(page 6)

Tourism

Transient Occupancy
Tax (TOT) Revenue

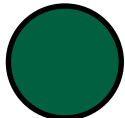


(page 7)

ENVIRONMENT

Air

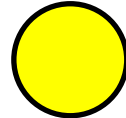
Particulate Air
Pollution



(page 16)

Water

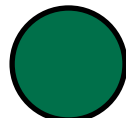
Water
Consumption



(page 17)

Waste

Recycling Rate

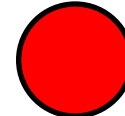


(page 18)

COMMUNITY

Housing

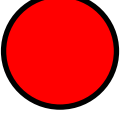
Median Home Price



(page 10)

Education

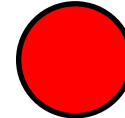
Graduation Rates



(page 11)

Health

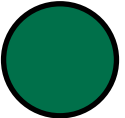
Student Obesity
Rates



(page 12)

Crime

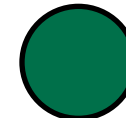
Law Enforcement
Arrests



(page 13)

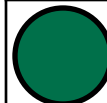
Transit

Local Transit
Participation

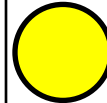


(page 14)

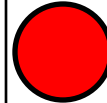
5-Year Trend Categories



Positive Trend
(> +3% change)



Neutral Trend
(0% - +/-3% change)



Negative Trend
(> -3% change)

Disclaimer: All indicators are influenced by a wide range of factors that need to be understood to effectively use indicators in decision-making processes. This report is not meant to be a comprehensive analysis of the topics and indicators presented in this report, but rather provide a high-level understanding of how the community is doing in relation to its goals.

Economy

POVERTY

Subsidized School Lunch Eligibility

Participation in the federally subsidized school lunch program requires children to come from families with incomes at or below 130 percent of the federal poverty level. Subsidized school lunch program eligibility, therefore, is a direct measure of family poverty levels and is a proxy for household income in Mammoth Lakes.

“Being a great place to live and work”

General Plan: Vision #2

PROSPERITY

Sales Tax Revenue

Taxable sales are a measure of consumer activity in Mammoth Lakes. Trends in sales tax revenue reveal the economic health of residents and local businesses. Further, sales tax revenue funds government expenses such as police and road maintenance.

“Achieve sustainable tourism by building on the area’s natural beauty, recreational, cultural, and historic assets”

General Plan: Goal E.2

TOURISM

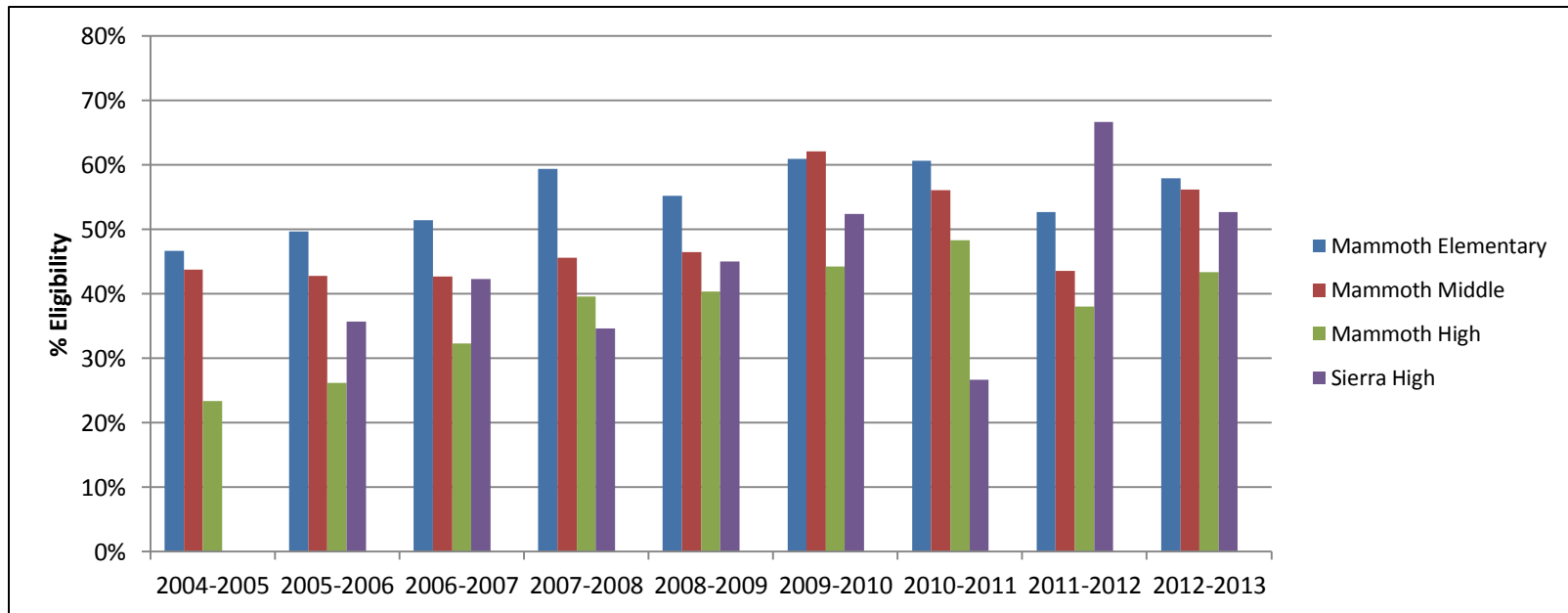
Transient Occupancy Tax (TOT) Revenue

Mammoth Lakes’ economy is tourism-based. High altitude outdoor activities are the major economic and employment generator in the community, and the seasonal ebb and flow of visitors causes economic and employment fluctuation. Transient Occupancy Tax (TOT) revenues are a measure of visitor bed occupancy, as such, reflecting the health of the tourism sector in Mammoth Lakes.

Subsidized School Lunch Eligibility

Subsidized school lunch eligibility measures the percentage of students in Mammoth Unified School District (District) schools eligible for free and reduced priced meals through the National School Lunch Program. Free and Reduced Priced Meals (FRPM) are provided to low-income children before school, during school, after school and over the summer. The FRPM program is funded by the US Department of Agriculture.

Average eligibility in the District has increased by roughly 2% over the past five years. In the 2012-2013 school year, average eligibility continued this upward trend with a 5% increase at Mammoth Elementary, 13% increase at Mammoth Middle and 5% increase at Mammoth High. Sierra High School was the only school to see an decrease in eligibility in 2012-2013, where eligibility fell by roughly 14%. With a District-wide eligibility of 52% the 2012-2013 school year was the second highest average eligibility rate over the past decade.



Data source: California Department of Education, Student Health & Support program

For additional information:

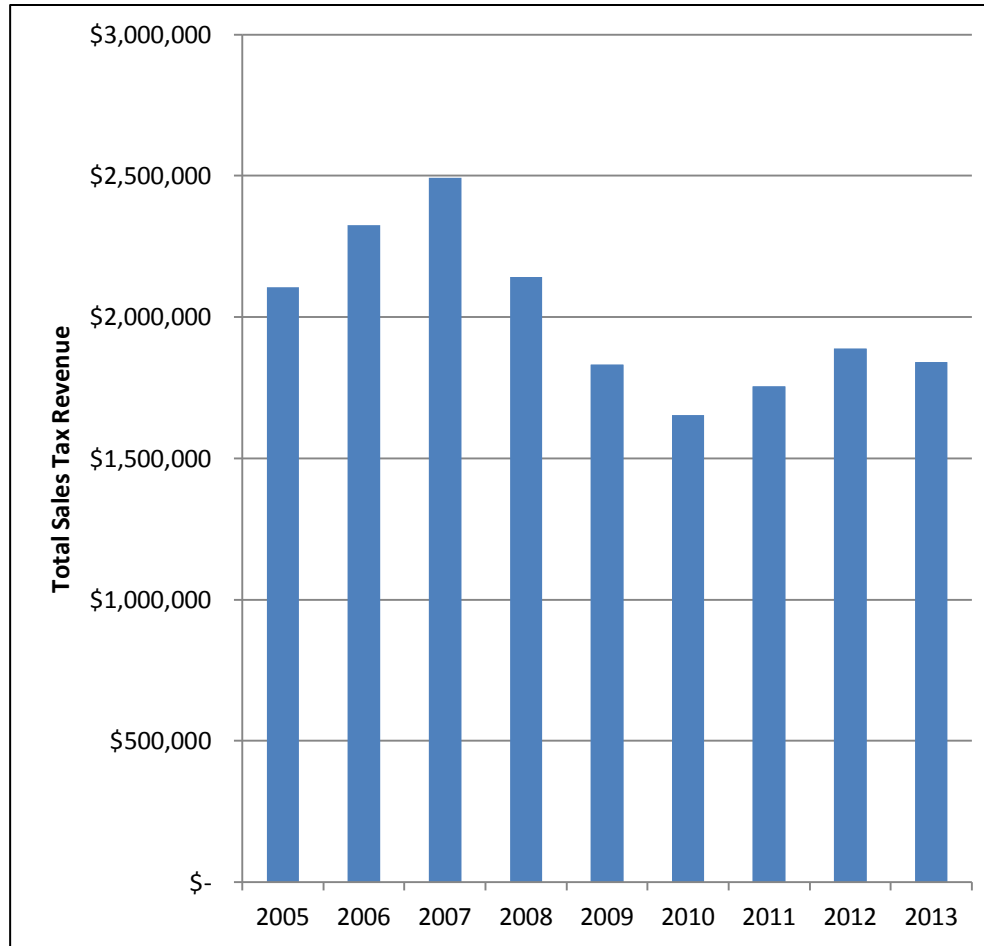
Mono County Office of Education, Website: <http://www.monocoe.org/>

Economy: Prosperity

Sales Tax Revenue

Sales tax revenue measures the sum of taxes collected by Mammoth Lakes for the sales of goods and services throughout the Fiscal Year. As of March 2014, the sales tax rate in Mammoth Lakes is 8%.

Total sales tax revenue decreased by 2% in 2013, which is consistent with a neutral trend in sales tax revenue over the past five years and slightly higher than the average for this period. Overall, total sales tax revenue has increased by roughly 2% since 2009 as numbers continue to climb out of a drop in revenue reported in 2007-2010. Sales tax revenue declined between 2008 and 2010 primarily because of a decline in visitor volume and spending during the global recession.



Data source: California Board of Equalization

Town of Mammoth Lakes Main Street Plan, adopted 2014

This Main Street Plan focuses on refinement of previous broad-based concepts and offers solutions for the design of Main Street in Mammoth Lakes as well as potential funding sources and implementation and phasing strategies.

[Read more here](#)



For additional information:

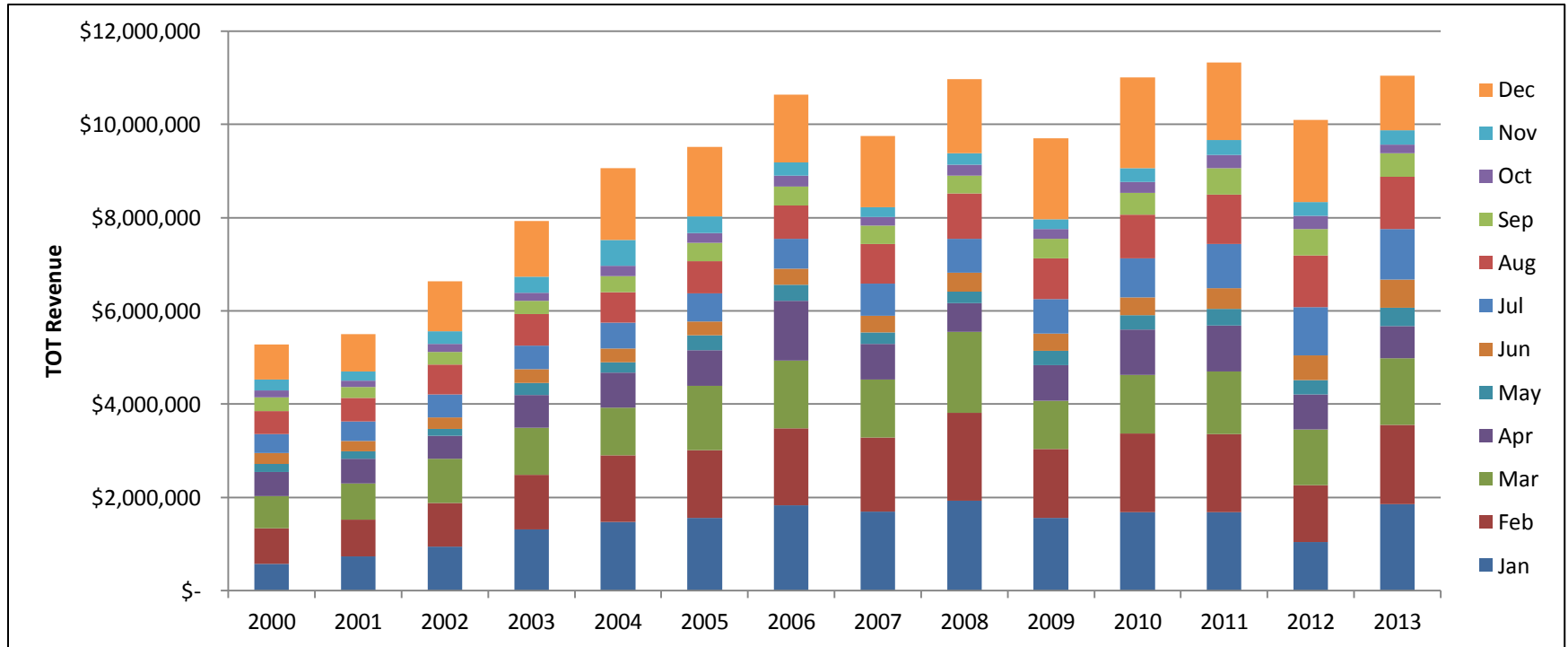
Town of Mammoth Finance Department, Website:

<http://www.townofmammothlakes.ca.gov/index.aspx?nid=181>

Tourist Occupancy Tax (TOT) Revenue

TOT revenue measures the sum of the taxes collected by Mammoth Lakes on rental properties and hotel room rentals. As of March 2014 the TOT rate in Mammoth Lakes is 13%.

TOT revenue has increased 109% since 2000 and roughly 2% over the past five years mainly because of increased visitor volume. TOT revenue increased by 9% in 2013 rising above \$11 million for only the third time since 2000. TOT revenue continues to be highest during the winter months with January 2013 TOT revenue reaching its highest point since 2008.



Data source: Town of Mammoth Finance Department, TOT Revenue Collection Tracking Report

For additional information:

Town of Mammoth Finance Department, Website: <http://www.townofmammothlakes.ca.gov/index.aspx?nid=181>

Community

HOUSING

Median Home Price

Home prices determine if local residents can afford to own their own home. Median home prices are used by real estate agents, buyers and sellers to inform home pricing and buying decisions, including potential buyers weighing the trade-offs of living outside of and commuting to jobs in Mammoth Lakes.

“Substantially increase housing supply available to the workforce”

General Plan: Goal L.2

EDUCATION

Graduation Rates

Graduation provides students with the opportunity to continue on to postsecondary education, access to higher lifetime earnings and more stable employment prospects. Higher graduation rates are a proxy for a more skilled workforce which makes Mammoth Lakes a more attractive place for business investment.

“Support high quality educational services and life-long learning resources within the community”

General Plan: Goal S.5

HEALTH

Student Obesity Rates

Children who are overweight or obese have an increased risk of health problems. In addition, children with health problems contribute to high costs on the local health care system and thereby the local economy. Promoting policies and creating environments that support physical activity and eating a healthy diet can help reduce rates of overweight and obese children, in turn making Mammoth Lakes a healthier community.

“Support high quality health care and child care for Mammoth Lakes’ residents and visitors”

General Plan: Goal S.1

Community cont.

CRIME

Law Enforcement Arrests

A safe community encourages residents and visitors to Mammoth Lakes to be more active and engaged in the community. Crime can cause physical and emotional harm to victims, impacting an entire community and weakening morale and civic engagement of local residents.

“Keep Mammoth Lakes a safe place to live, work and play”

General Plan: Goal S.2

TRANSIT

Local Transit Participation

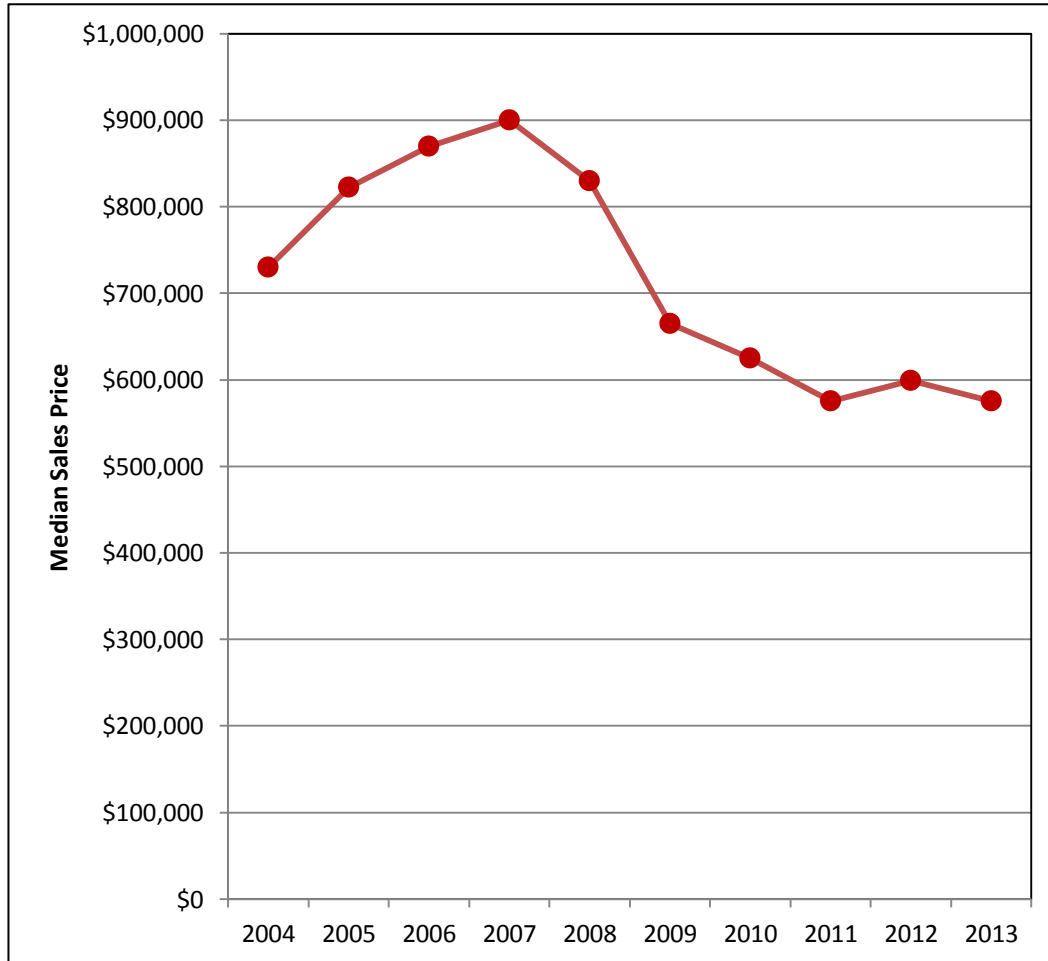
A well-functioning public transportation system that fulfills the needs of local residents and visitors is one of the primary tools for reducing dependence on automobile travel. Automobiles are expected to be a primary source of Greenhouse Gas (GHG) emissions in the community. Furthermore, alternative transportation reduces the overall cost of transportation upkeep, reduces traffic congestion and reduces the number of traffic-related accidents.

“Provide a year-round local public transit system that is convenient and efficient”

General Plan: Goal M.5

Community: Housing

Median Home Price



Data source: Mammoth Lakes Board of Realtors' Multiple Listings Service (MLS)

Median home price measures the annual median home sales price of single family homes sold in Mammoth Lakes. Median home price is the middle price in a series of sales, where half of the sales are of lower value and half are of higher value. The median is used instead of average to avoid outliers that will skew the average.

Since 2009 median home sales prices have decreased by 3% and overall sales prices have dropped by 36% since 2007 during the national housing crisis. In 2013 sales prices decreased by 4%, maintaining this downward trend and equaling the lowest sales price numbers reported since 2004.

First-Time Homebuyer Program, ongoing

Mammoth Lakes' First-Time Homebuyer Program is a critical tool for prospective buyers that would otherwise be priced-out of the market, and is also beneficial to the community by maintaining and growing the full-time community.



For additional information:

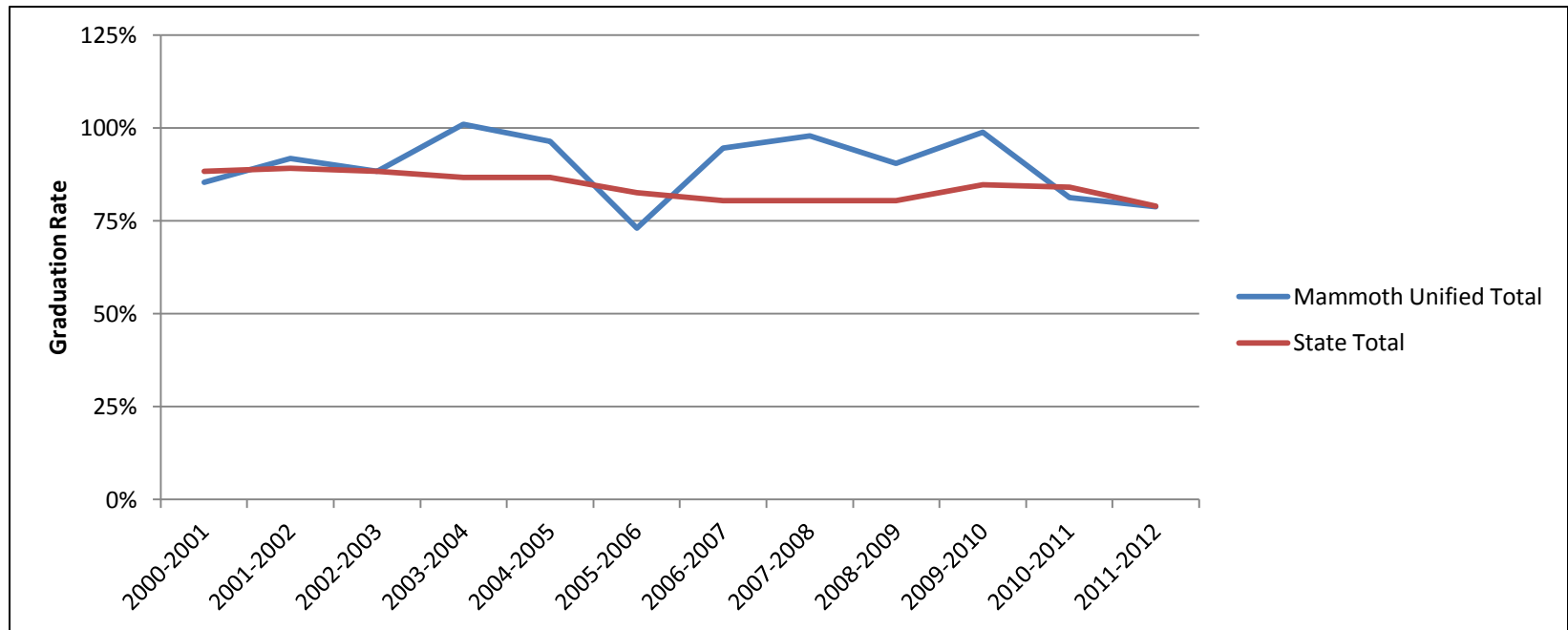
Mammoth Lakes Housing, Inc., Website: <http://mammothlakeshousing.com/>

Graduation Rates

Graduation rates are a measure of the annual percentage of a group of students (cohort) from Mammoth Unified School District (District) high schools who enter high school and graduate within four years.

Graduation rates have dropped by nearly 6% over the past 5 years. In fact, the 2011-2012 school year saw the second lowest graduation rate since the 2000-2001 school year, with only 78.8% of students graduating. This is roughly a 3% decrease from the previous year and is 20% lower than the rates reported in the 2009-2010 school year.

Graduation rates from District high schools were roughly equal to the statewide rate last year. While statewide graduation rates have experienced a steady decline since 2000, there has been significant variability in District high school graduation rates, ranging from 100+% (due to transfers) to 73%.



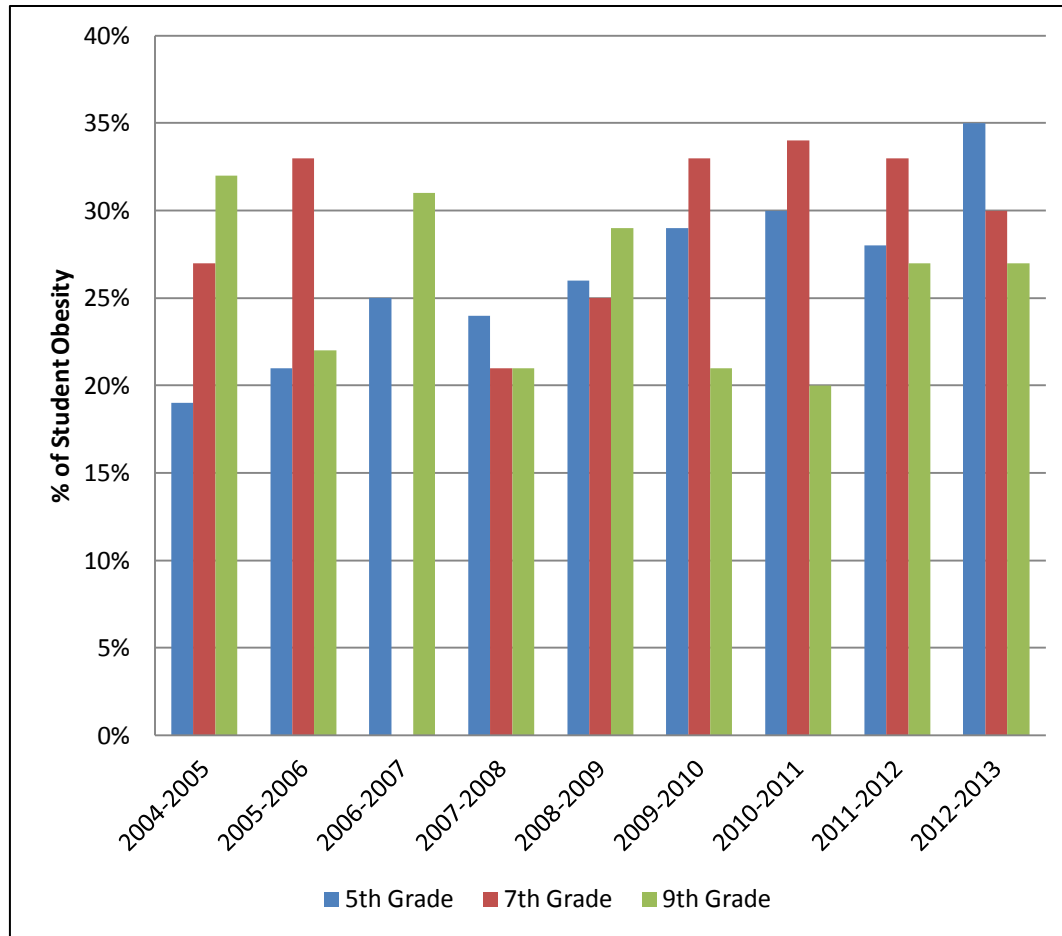
Data source: California Department of Education, DataQuest Program

For additional information:

Mono County Office of Education, Website: <http://www.monocoe.org/>

Community: Health

Student Obesity Rates



Data source: California Department of Education, Physical Fitness Testing Results

Student obesity rates measure the percentage of all 5th, 7th and 9th grade students in the Mammoth Unified School District (District) that are determined to be overweight or obese based on California Physical Fitness Testing. This test establishes a “healthy weight zone” based on statewide performance.

Student obesity increased by more than 4% for two of three grades tested over the past five years: 5th graders increased by 6.5%, 7th graders increased by 4% and 9th graders increased by 1%. Obesity rates for 5th graders increased by 7% in 2012-2013 over the previous school year to the highest rate on record, while 7th and 9th grade students have only decreased slightly year over year.

75210: Simple Steps To Better Health Campaign, ongoing

The Mono County Nutrition & Physical Activity Taskforce (NPAT) has been providing education in the community about the importance of eating healthy food, limiting time in front of the TV and regular exercise through their 75210: Simple Steps To Better Health Campaign..



Read more [here](http://monohealth.com/public-health)

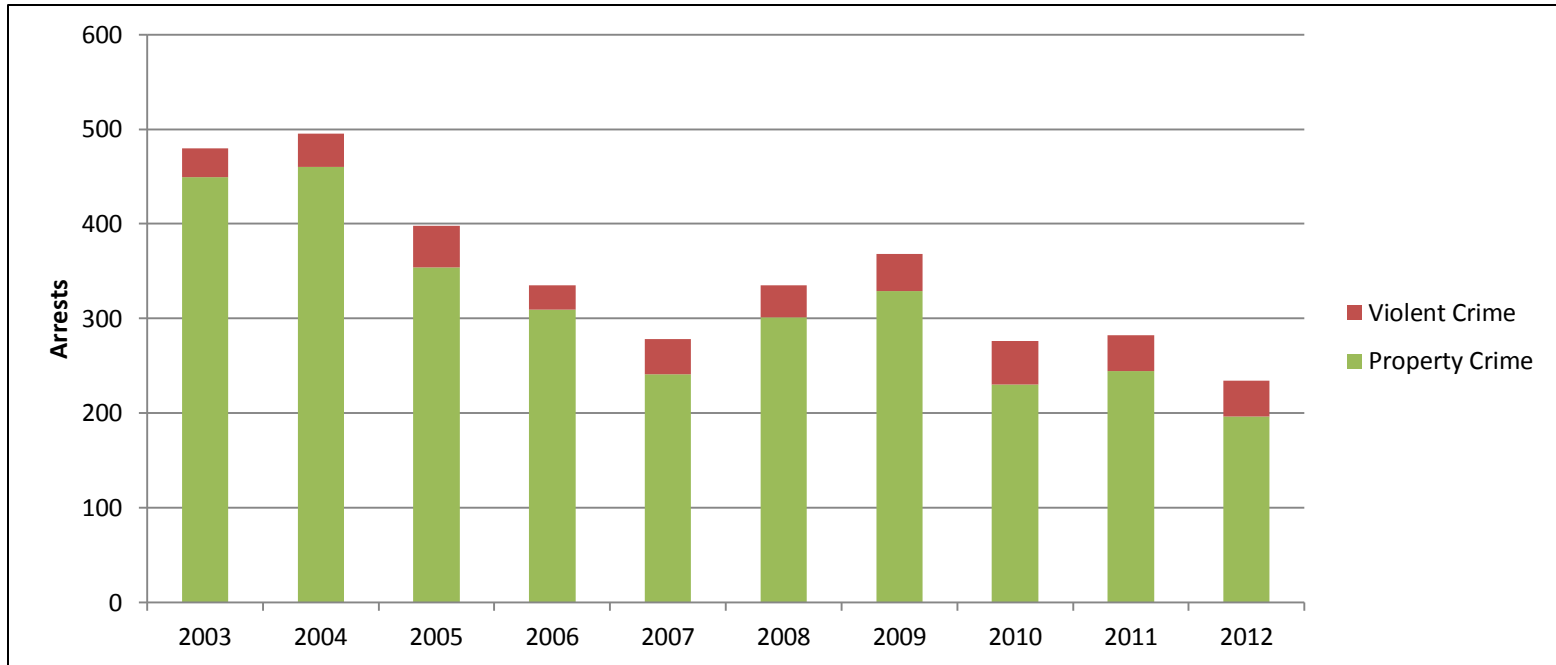
For additional information:

Mono County Health Department, Website: <http://monohealth.com/public-health>

Law Enforcement Arrests

Law enforcement arrests measures the annual number of criminal arrests and referrals by law enforcement agencies for prosecution in Mammoth Lakes. Crime data is categorized as Violent Crime, crimes that generally include a weapon, bodily injury, or robbery; and Property Crime, crimes that generally result in damage to property including theft, burglary, or forced entry.

Law enforcement arrests have decreased by 8.6% since 2008 and this trend continued in 2012 with a decrease of 17%. This is the lowest number of law enforcement arrests reported over the past decade, with 234 total arrests (38 violent crimes and 196 property crimes). While property crimes continue their downward trend, violent crimes have remained steady over the past 10 years, averaging roughly 37 violent crime arrests annually. During this period the Mammoth Lakes Police Department also reduced the size of its staff.



Data source: California Department of Justice

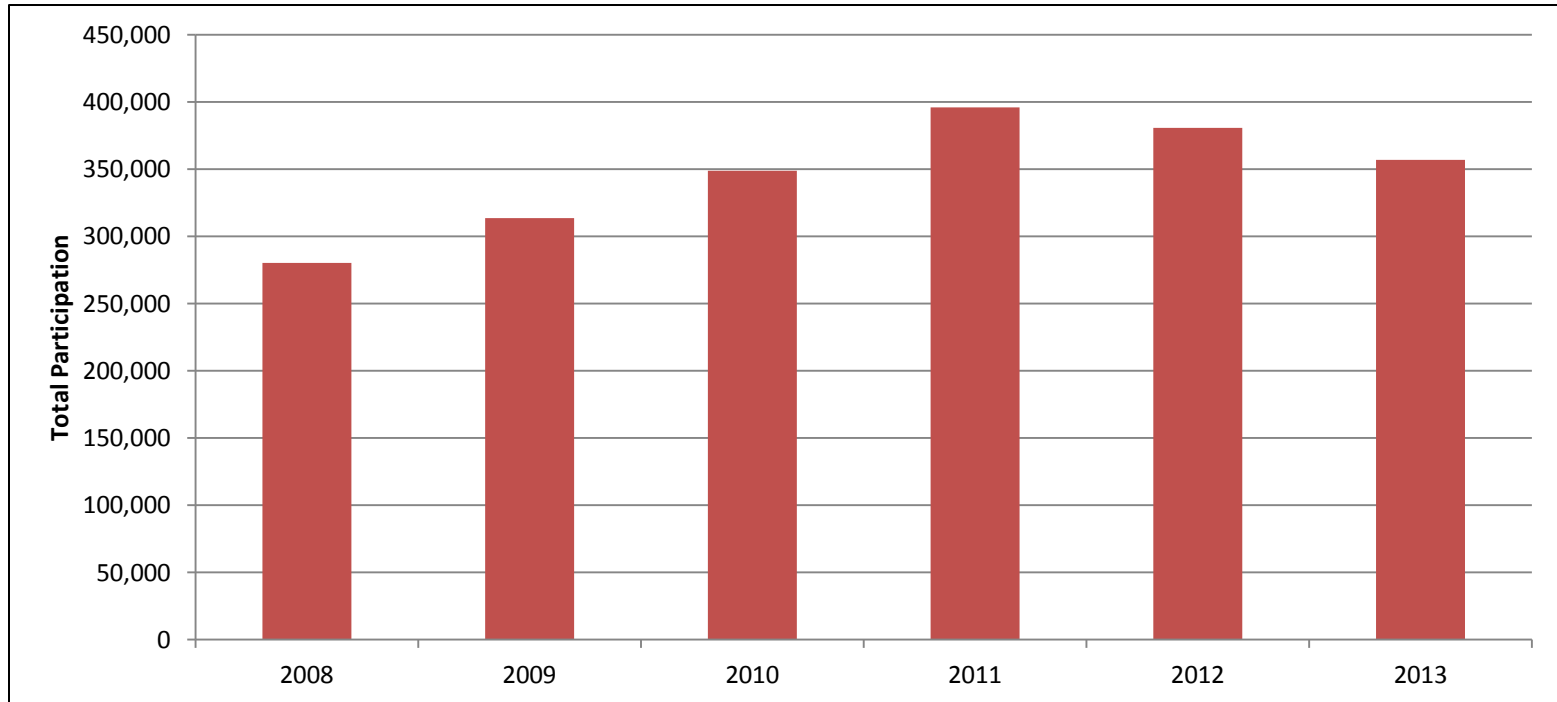
For additional information:

Mammoth Lakes Police Department, Website: <http://www.j.mammothlakespd.org/>

Local Transit Participation

Local transit participation measures the total number of riders on all Mammoth Fixed Routes served by the Eastern Sierra Transit System, which operates regionally and within town limits.

Local transit participation has increased by roughly 4% since 2009. In 2013 participation decreased by 6%, with numbers 10% less than peak participation numbers reported in 2011. Local transit continues to have its highest participation in July and August, which account for roughly a quarter of total participation numbers for the entire year.



Data source: Eastern Sierra Transit Authority, Ridership Counts

For additional information:

Eastern Sierra Transit Authority, Website: <http://www.estransit.com/CMS/>

Environment

AIR

Particulate Air Pollution

Particulate air pollution impacts the health of community residents, aggravating respiratory conditions such as asthma and bronchitis. Furthermore, air pollution generated in Mammoth Lakes and throughout California from human activities such as the burning of fossil fuels and deforestation harm the ecosystems that support community residents as well as other terrestrial and aquatic species.

“Protect the health of community residents by assuring that the Town of Mammoth Lakes remains in compliance with or improving compliance with air quality standards”

General Plan: Goal R.10

WATER

Water Consumption

Freshwater supplies are a limited resource in Mammoth Lakes. Efficient use of freshwater supplies is needed to meet the needs of local residents and to support local industry. Increased demand for water has negative impacts on aquatic ecosystems, and imposes a financial burden on Mammoth Lakes to create new water supplies and/or additional treatments.

“Conserve and enhance the quality and quantity of Mammoth Lakes’ water resources”

General Plan: Goal R.4

WASTE

Recycling Rate

Solid waste diversion to landfills or incineration generates Greenhouse Gas (GHG) emissions, increases the risk of soil and groundwater contamination, and consumes non-renewable resources. Recycling minimizes these impacts and creates local jobs.

“Reduce volume of solid waste”

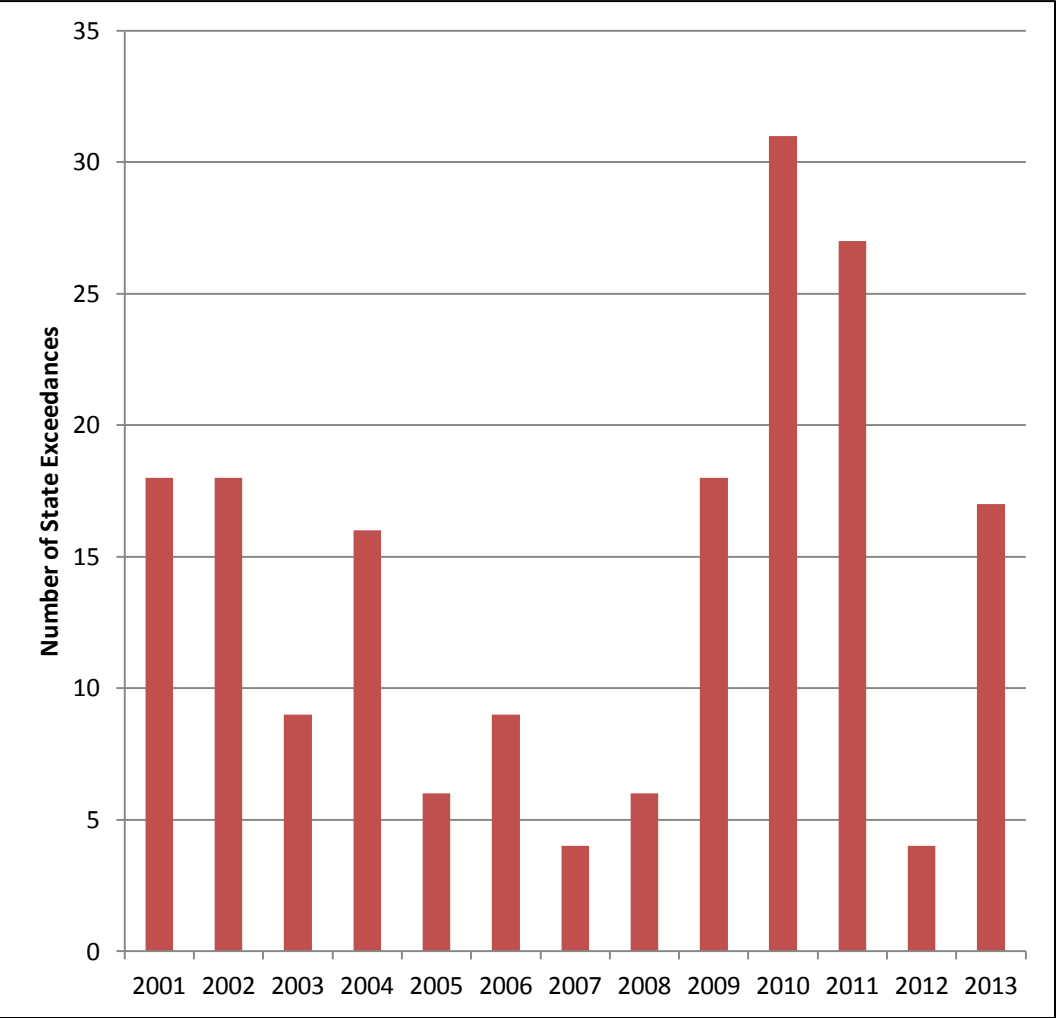
General Plan: Goal R.9

Environment: Air

Particulate Air Pollution

Particulate air pollution measures the total number of days Mammoth Lakes exceeds the California Air Quality Standard for Particulate Matter (PM10) each year. PM10 includes particles with a diameter of 10 microns or less. The California Air Quality Standard for PM10 is 50 µg/m3, measured as a 24-hour average. Mammoth Lakes has not exceeded the less stringent federal PM10 standards since 1994.

Over the number of days in which Mammoth Lakes has exceeded the California Air Quality Standard for PM10 has decreased by 16% over the past 5 years. In 2013 Mammoth Lakes exceeded the standard on 17 days in, which is 13 days more than 2012, but still well below numbers reported in 2010 and 2011.



Data source: California Environmental Protection Agency, Air Resource Board

Air Quality Maintenance Plan, adopted 2013

Mammoth Lakes, in partnership with the Great Basin Unified Air Pollution Control District, adopted the Air Quality Maintenance Plan which serves as a revision to the 1990 Air Quality Management Plan. This revision includes a request to redesignate the area as in attainment of National Air Quality Standards for PM10 and a plan to ensure federal PM10 standards are not violated in the future.

AIR QUALITY
MAINTENANCE PLAN
AND PM-10
REDESIGNATION REQUEST
For the
Town of Mammoth Lakes

Prepared for the
PM-10 State Implementation Plan

By
The Town of Mammoth Lakes and
The Great Basin Unified Air Pollution Control District

Authors
William Taylor, Duane Ono, and Jen Daugherty

Contributors
Phil Kiddoo and Megan Rybacki

Read more [here](#)

For additional information:

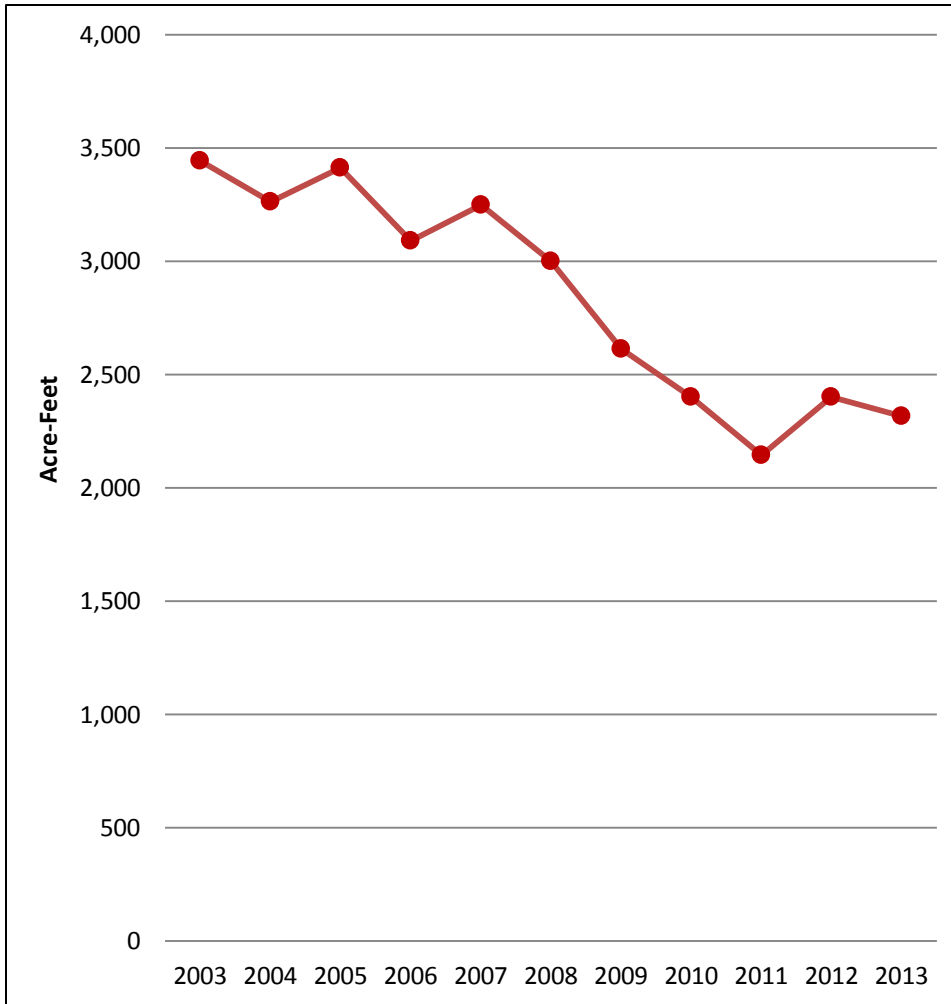
Town of Mammoth Lakes Planning Department, Website: <http://www.townofmammothlakes.ca.gov/>

Environment: Water

Water Consumption

Water consumption measures the total acre-feet of water supplied by the Mammoth Community Water District for use by residential, commercial, and institutional customers. Water consumption numbers include water used by hotels and vacation homes in Mammoth Lakes, as well as for irrigation by the golf course.

Water consumption has decreased by just over 2% since 2009. Overall, water consumption saw a slight increase in 2012 after a 5-year downward trend which brought water consumption down to historically low numbers. This reduction in water consumption can primarily be attributed to lower system losses and water conservation efforts.



Data source: Mammoth Community Water District, Urban Water Management Plan

For additional information:

Mammoth Community Water District, Website: <http://www.mcwd.dst.ca.us/>

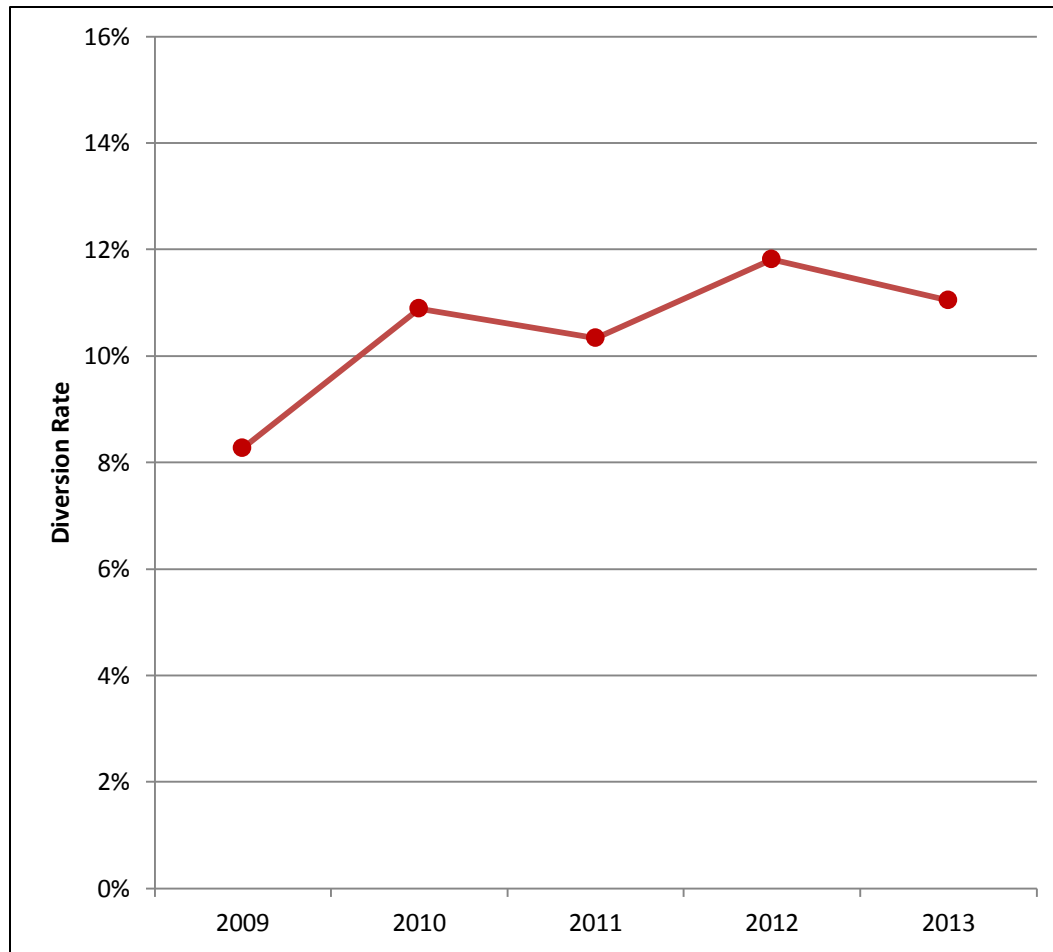
Mammoth Middle School Irrigation Retrofits, completed 2013

The Mammoth Community Water District completed an irrigation retrofit project on fields and landscaping at Mammoth Middle School that included fine tuning and installing new sprinkler heads, installed a Central (Irrigation) Control System and setting up an efficient irrigation schedule.



Environment: Waste

Recycling Rates



Data source: Waste Connections, Inc.

For additional information:

Waste Connections Inc., Website: <http://www.wasteconnections.com/>

Recycling rates measure the percentage of waste disposal that is diverted to a recycling facility. This diversion rate is calculated by dividing the tonnage of recycled material by the tonnage of total waste disposal in Mammoth Lakes.

Recycling rates have experienced a general upward trend since 2009 with a roughly 3% increase during this period. Recycling rates have shown very little annually variability, averaging 10.45% each year. While recycling rates experienced a slight dip in 2013, they remain consistent with this general upward trend.

Recycling Table Tent Brochures, initiated 2013

The Mammoth Lakes Public Works Department printed 1650 cards providing information on the do's and don'ts of recycling. Cards were distributed to residents, rental units and businesses throughout town.

PLEASE RECYCLE!

WE NEED YOUR HELP! Please do your part & recycle.
Please help Mammoth Lakes stay beautiful & clean. Recycle your bottles, cans, plastics & cardboard at Vons, throughout town, or drop them off at the Transfer Station in the Industrial Park on your way out of town.

WHAT CAN & CAN'T BE RECYCLED.

| | |
|--|---|
| CAN PAPER Newspapers, Magazines, Catalogs, Junk Mail, Envelopes, Printer, Fax, Photocopy, Letterhead, File Folders, Cardstock, Shredded, Paper Bags, Non-metallic Wrapping Paper, Food & Cereal Boxes, Corrugated Cardboard, Books, Telephone Books, Milk & Soy Boxes, Juice Cartons PLASTIC Milk Jugs, Containers, Bottles, '1 & '2 Plastics GLASS Food & Beverage Containers, Jars, Bottles METAL Tin, Steel, Aluminum, Beverage & Food Containers, Soda & Beer Cans <i>All items must be empty, clean & free from food & dirt</i> | CAN'T Grocery Bags, '3, '5 & '7 Plastics, Tin & Aluminum Foil, Pie Pans, Food Containers, Tissues, Yogurt Containers, Food Can-shells, Prescription Bottles, Hand-bound Books, Napkins & Paper Towels, Used Paper Plates, Greasy Pizza Boxes, Waxed Paper or Boxes, Metallic Wrapping Paper, Potato Chip/Snack Food Bags, Candy & Food Wrappers, Juice Pouches, Microwaveable Meal Trays, Molded Plastic Retail Packaging, Styrofoam™, Rubber or Vinyl, Hoses, Tires, Shower Curtains, PVC, Drinking Glasses, Ceramic Plates, Mirrors, Window Glass, Empty Aerosol Cans, Pesticide Containers, Motor Oil Containers, Antifreeze Containers. |
|--|---|

TRANSFER STATION
INDUSTRIAL PARK
VONS
WASTE MANAGEMENT
HOURS: 9:00 AM - 5:00 PM

QUESTIONS:
www.ci.mammoth-lakes.ca.us/index.aspx?nid=451

Acknowledgements

Town staff, local subject matter experts, and Town's Planning and Economic Development Commission contributed to the selection of indicators and production of this report. Thank you for all of your contributions, and a special thanks to:

- Jill Batchelder, Eastern Sierra Transit Authority
- Madeleine Brown, Planning & Economic Development Commission
- Ellen Clark, Town of Mammoth Lakes, Division of Planning
- Jen Daugherty, Town of Mammoth Lakes, Division of Planning
- Michael Draper, Town of Mammoth Lakes, Division of Planning
- Rhonda Duggan, Planning & Economic Development Commission
- Colin Fernie, Planning & Economic Development Commission
- Hector Gonzalez Jr., Superior Court of California-Mono County
- Jennifer Halferty, Mammoth Lakes Housing, Inc.
- David Harvey, Planning & Economic Development Commission
- Patricia Kent, Mammoth Lakes Housing, Inc.
- Sandra Moberly, Town of Mammoth Lakes, Division of Planning
- Jessica Morriss, Town of Mammoth Lakes, Division of Planning
- Sandra Pearce, Mono County Health Department
- Sherine Sanders, Town of Mammoth Lakes, Finance Department
- Karl Schnadt, Mammoth Community Water District
- Elizabeth Tenney, Planning & Economic Development Commission
- Laura Timpano, Mono County Office of Education
- Rick Vahl, Mammoth Disposal
- Dan Watson, Mammoth Lakes Police Department
- Irene Yamashita, Mammoth Community Water District

The 2013 Community Indicators Report was produced by



www.EnviroIncentives.com

About the 2013 Community Indicators Report

The 2013 Community Indicators Report was informed by the evaluation of numerous established community, corporate, and project-scale standards for sustainability indicator reporting, as well as published community indicator reports.

The development of the 2013 Community Indicators Report required significant effort to select a targeted set of relevant and feasible indicators, collect historical data for each indicator, and develop the structure and content of this report. In order to leverage this significant effort, a reporting plan was developed to efficiently and consistently update the annual Community Indicator Report in the future. The reporting plan ensures consistent and accurate annual reporting of indicators, and reduces the administrative burden of reporting.

Disclosure

The work upon which this publication is based was funded in whole or in part through a grant awarded by the California Department of Conservation (Department), Strategic Growth Council (SGC). The statements and conclusions of this report are those of the GRANTEE and/or Subcontractor and not necessarily those of the SGC or of the Department, or its employees. The SGC and the Department make no warranties, express or implied, and assume no liability for the information contained in the succeeding text.